

IN THE SPECIFICATION

Please amend the specification of the original application as follows wherein new text is indicated with underlining and deleted text is indicated with ~~striketrough~~ or [[double brackets]].

Please amend the paragraph on lines 11 to 24 of page 11 (using the line numbers listed on the originally filed written specification) as follows:

Advantageously, the present invention provides a simplified and more convenient advertising and purchasing environment wherein product advertisements most likely of interest to the customer are presented and the purchasing process is simplified through retention of billing and shipping information. Customer purchasing may employ on-screen selection of a purchase icon that may provide single click purchasing. Other purchasing methods may be employed within the scope of the present invention. For example, selection of a product icon may result in the display of a telephone number and a product code such that the customer may order the product or service by dialing the telephone number, entering the product code, and entering a personal security code. The purchasing icon associated with the present invention may also be employed to display special offers, discounts or other information such as loyalty programs, for example, where the customer may be offered a reduced price if a number of items have been purchased from [[form]] the same retailer or from the same manufacturer.